

If Big Brother was and is a huge success around the World, then why not Little Brother? Take a closer look at the concept. It has all it takes to be as successful as Big Brother. Im serious!

Little Brother is not only a fly on the wall but also a little spy that reveals information hidden in the unknown corners of our lives. Its a real time observational tv show with the emphasis on human relationships, children education, family life style and above all, it lets us experience how kids see and interact with the World around them and vice versa.

Although at first look, it feels like a TV concept for kids, Little Brother is a program for all ages.

Spying other peoples life is a guilty pleasure. If it is topped with conflict, cat-fights, betrayals and large doses of melodrama, the better. Little Brother promises all that and more!

Can you remember what it's like to be a child? When you look back, you see those years through rose-colored glasses and it's all happy memories.

Little Brother may bring you back to those days, by filming how children interact with the world around them and how you too once saw the World.

Kids are fascinated by everything because it's all new to them. They're not bored or lacking enthusiasm by what the world has to offer. Every day is new to children, so everything seems exciting and full of possibilities. Kids imaginations are limitless. They don't care what's real and what could happen because they want it to, so in their mind, it's so. Pigs are "people" on TV, and they talk and have feelings and go on adventures into outer space and they dont care what other people think.

By watching the Little Brother you may be transported back in time and remember what having that imagination feels like.

Little Brother tackles the reflection of reality more than anything else. It tackles family member's life stories about themselves, their families, neighbors and friends.

If you look closely enough, the Little Brother will show you conflicts that can relate to your real life or that of your friends, neighbors and family.

The basic issues are the same, cleaning, cooking, ego clashes, etc. but the way each individual reacts to these situations and the way you react to their reactions also teaches a thing or two about yourself, how would you have reacted in such a situation? what would you have done if someone was rude to you or how would the other person have felt when you were rude to them.

The Little Brother also shows how temporary our issues and problems are, the world is so huge but sometimes we are troubled so much by the smallest of conflicts.

The Little Brother may be as fun to watch as it is to participate in. It has entertainment value, comedic, dramatic, informative, educational, suspenseful and inspiring qualities.

At the end of the day it is a game show, so the contestant families do act and exaggerate a little, i mean the adults from the contestant families. As for the Little Brother kids? there are probably few or no exaggerations. Its pure nature, raw, unfiltered images, directly from a kid to you, without distortions or enhancements

Little Brother 007

Kids aged 3 to 9 years old(other group ages possible to be added in future), the Little Brothers, will film with a body/helmet cam, their interactions with their family and/or other public. At home, school, kindergarten, supermarket, etc. The body cams capture how kids go about their daily life and how they, family, friends and strangers react.

To begin the Little Brother show, 10 to 30 families and Little Brothers will be selected by the producer to compete for points and rewards.

During the contest period, the families can be monitored by live television cameras as well as audio microphones in the family house(eventually in other public spaces, like for example the Little Brothers school or kindergarten) and body cams on the little brother and the family members. The Producer will dictate where and when the contestants must film.

The video footage from the body cam will show the Little Brother going about his day, interacting with his family and strangers, playing with other kids, eating lunch, or standing in front of his classroom, playing a game or riding a bike... The images will provide insight into various ways the parents can improve its education. How children are reacting socially. Looking at rules and procedures in place. Looking at how comfortable children feel in the classroom. Looking at the safety standpoint and for those special features only a kid would know. The images will show us how fun and/or terrible is to be a kid.

Contestant families may have regularly scheduled interactions with the shows host/producer. The families and the Little Brother are sometimes required to do housework and are assigned tasks by the producers of the show. The tasks are designed to test their teamwork abilities, family spirit, educational skills, etc.

Any family can become the next national tv stars: The producer may open a public competition for any other family interested, into producing images of their own Little Brother and family. Families that want to film how they go about their lives (produce same type or style of videos the main contestant families will produce. Images from body cams on their own Little Brother, family members and/or cams in their home). Those families can send their videos to the producer and then be uploaded to a Little Brother 007 Youtube channel, where viewers may watch and participate by

voting those videos up or down. Eventually, one or more of those families may win a place in the main show (possibly replacing one of the existing family contestants and compete directly with the 10 to 30 families first selected by the producer). Producer may reward the best placed Youtube families (the ones with most votes and/or followers).

Little Brother Game, Tasks, Twists...

The program explores the everyday triumphs and misfortunes of the contestant families. Elaborate twists, challenges and viewer participation will be added in the Little Brother show (unscripted real-life situations of the participants). The producer decides when and how to add the tasks, twists, challenges, housework... to the daily life of the participants.

The producer may engage the viewers to come up with original new tasks and twists to introduce in the game and then reward any viewer idea that is introduced in the show (this will generate in itself viewers competition for best challenge, homework, task ideas).

- Secret missions may be a element of the show. During these missions, one or more family members are set a task from the producer, with the reward of luxuries for the family and/or a personal reward if the task is successful.
- Public tasks may be ordered by producer. Where Little Brother with body cam, will film in a playground, kindergarten, school, supermarket, etc.
- A selected family member or the Little Brother can be asked to complete various tasks in exchange for a reward.
- Pandoras Box, in which one of the family members or the Little Brother is tempted to open a box, with unintended consequences for all the family or a single family member.
- A saboteur, can come to the family house to wreak havoc with tasks suggested by viewers or producer.
- A "clown" can deliver good or bad gifts to the family.
- A beneficial or detrimental telephone order can be placed by the show producer. For each refused order will be a penalty applied.
- A trivia or "know your family" quiz, where family members who provide correct answers gets points, rewards.
- A "family auction", used in place of a reward challenge, in which the players are given a sum of money to use to bid on toys and other items (both known and unknown at the time of bidding), other momentary luxuries, or advantages in the game.
- Rewards and penalties can be given separately to family and Little Brother, where one could be positive and the other negative.
- At the family council, the families discuss the events of the last few days with the host asking questions (A selected jury, the families or the public may vote up and down contestant families).

- The Confession Cam is provided for the family to share experiences with public and/or producer. As it is an important part of life in the Little Brother Show, it is compulsory to come to the Confession Cam when specifically requested to do so by the Producer. You are also free to come and talk to Confession Cam, at any time.
- At the Confession Cam the family members and Little Brother can vent their frustrations, share concerns and feelings. Express their opinions ask for advice, etc.
- Episodes may cover the Little Brother and family events that occurred over one, two or three days.
- Temporary Little Brother exchanges. The Little Brothers may be exchanged at random, by the other family contestants (when conditions do permit this exchange. Taking in attention the age of the Little Brothers, this could be skipped from. program). They could remain 1 or 2 days and with their body cam, film the host family.
- All family members may use a cam at certain times or occasions ordered by the producer.
- The Little Brother can capture everything his family or host family do. Control room can give instructions for Little Brother or family members to setup other hidden cams in the house, with or without the knowledge of the parents or host family :)
- Supplying child, the Little Brother, with an adult of the same sex. The adult serves as a friend and role model for the Little Brother.
- The little Brother may lend body cameras (cams supplied by the producer) to his friends so that they all film each other and what they are doing (parents of Little Brother friends will be notified and asked if they agree to let images be presented at the Little Brother show. The Producer may reward this Little Brother friends and/or parents).
- After a possible Little Brother exchange, all families will be invited for one or a couple weekends together, where they can interact and let the kids play with each other. Playground time with the kids will be filmed by the Little Brothers body/head cams.
- The Little Brothers Faces may be reveled after their exchange by other family contestants(when this option is available). Or by the reunion of all families at one location selected by producer. 2 to 4 weeks after show begins.
- To which family each Little Brother belongs, may be revealed 4 to 8 weeks after show begins. A betting competition can be launched to the public, asking to guess which Little Brother belongs to which family. Rewards to be given to viewers that connects the most Little Brothers with their respective families.
- SPECIAL FEATURE: A lottery(betting game) can be introduced. This specially designed lottery concept, to be revealed by the creator of Little Brother 007. As the creator of this lottery concept, i can say with a high level of certainty, that there is absolutely no lottery in the world like this one, its an original and innovative concept, and i would add, way more attractive then any lottery rollover currently out there.The lottery(betting game) will distribute rewards to non profit organizations, the winning family, family in 2nd place and family in 3rd place. Also prizes for the audience may be available. OPTIONAL: Only people that have been registered as members of the Little Brother 007 club(to be founded), can take part in the lottery(betting game). Lottery, bet prizes to be given on weekly or monthly basis(to be decided by producer). It goes without saying that the more people participate in the game the bigger is the price to win.

The contestants filming is not confined to the family house. Every action recorded by cameras and microphones that involves people outside the contestant families, should be offered an agreement to sign. The contestant family may ask the people caught on cam to accept, agree that the images may be published on the Little Brother show.

- If the images and sound are selected by the producer to be published on the show, the family gets extra rewards if agreement is signed by non contestant people captured on cam.
- If producer decide to publish images of non contestant people without the signed agreement, their faces will be blurred and contestant family will get part of rewards. Rewards to be decided by the producer.

Little Brother audience participation

Television is still a passive medium, one that requires the spectator to remain silent and still, one that lets most viewers watch the programs without interacting on its content.

Little Brother Show, will try to break this barrier by encouraging and promoting audience participation, through telephone and video calls with the families involved in the contest and the producer or show host. Selected audience can call in the family to give one's opinion, advice, commentary, etc. The contestant families will communicate through the Confession Cam.

The synergies between television and the Internet will increase the opportunities for audience feedback and engagement with the Little Brother families and the show.

Through social networks like Twitter and Facebook and through own website platforms and forums the audience can engage with the family and show by chatting, commenting, voting

When on internet, the audience can choose which family to watch or follow. The more followers a family gets the more points the family can receive.

With help of a device like Chromecast, the audience can simply use a smartphone and TV to stream TV shows. This way the public also can watch, follow on their TV set, their preferred family

The voting

In the Little Brother show, the contestants(the family and the Little Brother) can be voted (usually on a weekly basis) with points from 1 to 10. At the end of the contest, 2 to 4 months, the family that has the most points, wins the cash prize and eventually other rewards to decide by the producer.

At regular intervals, the contestant families (eventually a jury or the producer) may privately nominate a number of their fellow family contestants whom they wish to get a penalty or reward. The families with the most nominations are then announced, and viewers are given the opportunity

to vote for the nominee they wish to have a reward or penalty (vote by telephone, voting through social media and smartphone applications).

Eventually, a family may be removed from the show, if it does not collect enough points, is the last classified of the week or collects too many penalties

Ties may occur. Normally, a second vote is held, with only the tied families eligible to be voted for. If this second vote does not break the stalemate, a tiebreaker is used,

At the family council, each remaining family and Little Brother is given time to make a statement to the jury. Then the jury(which can be a selected jury, other contestant families or the public), in turn, addresses them, asking each a question or commenting on their behavior in an effort to sway the other jury members(jury, family or public); the Families and Little Brothers are free to respond to these as they see fit. The remaining Families and Little Brothers may be given time for a concluding speech.

As with regular elimination votes, the jurors(selected jury, public or contestant families), are given an opportunity to speak to the camera to explain their vote.

The winning family receives a cash prize, toys for the Little Brother or other rewards to be stipulated by the producer.

Every family receives a prize for participating on Little Brother depending on how long they last in the game or on how many points.

Other additional prizes besides money, may be given to the participants.

Little Brother and Family Selection

Players for each season are selected through applicants and casting calls, down-selecting to between 10 and 30 Families and Little brothers and additional alternates, in case one family should want to quit the game.

These players undergo physical and psychological evaluation to make sure they are physically and mentally fit and will not likely quit during the filming period, replacing those that are questionable with the alternates.

If you are selected by the Producers for an interview, you must be willing to travel to be interviewed at a time to be scheduled by the Producers in their sole discretion.

You must be willing to film and be filmed for approximately 100 days on such dates to be determined by Producers in their sole discretion, where you will have little or no privacy.

Your house, you and your family members may extensively be outfitted with video and audio recording devices which will record, broadcast and exhibit your actions and voice at times the producer will set. It may be some hours of the day till twenty-four hours a day, seven days a week or a couple of days per week for the duration of your participation in the contest. You will be observed by the Producers as well as the general public watching on television, the Internet, mobile devices and any and all other media, at times, locations or occasions set by the Producers.

The Producers will look for a dynamic group of families who are articulate, interesting and exhibit enthusiasm for the project as well as a willingness to share their most private thoughts and life style.

Little Brother Concept Adaptability and Flexibility

Unpredictability remains one of the main draws of Little Brother, mostly because there is no script. Although a final format will be made based on this initial concept, Little Brother is a flexible layout, designed to meet the evolving needs of a true reality tv program. The producer can introduce new features, change or improve the ones described in the original concept.

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